KC STREETCAR SPONSORSHIP PROGRAM

OVERVIEW

The KC Streetcar Sponsorship Program has several options and assets. An organization can advertise at a streetcar sheltered stop, sponsor a streetcar vehicle with a wrap, or sponsor streetcar vehicles with our traditional sponsorship program.

For specific questions, contact Donna Mandelbaum, Communications & Marketing Director with the KC Streetcar Authority, at dmandelbaum@kcstreetcar.org.

TRADITIONAL KC STREETCAR VEHICLE SPONSORSHIP

Traditional KC Streetcar vehicle sponsorship is a long-term partnership in which a corporate entity sponsors a streetcar and receives placement of their brand and logo on both sides of the streetcar. Organizations can choose to sponsor any number of streetcars. This is an ideal option for corporate sponsorships. Sponsor agreements can be made for a minimum of six months and a maximum of two years.

If the entire streetcar fleet (six streetcar vehicles) is sponsored and secured by one corporate entity, they will receive exclusive rights to this entire fleet of streetcar vehicles. The sponsor will also receive one streetcar stop at no cost for the full duration of the sponsorship agreement. The sponsor will also receive rights to integrate and partner on community-based streetcar wraps and receive social media and event support from the KC Streetcar Authority.

COSTS

The KC Streetcar Traditional Sponsorship Program consists of the cost to secure the space on the streetcar and the direct production cost (printing, installation & removal). Production costs

for the printing and installation can range from $**1,000** - $**2,000** depending on the design. Cost to sponsor a streetcar is $50,000 per streetcar, per year.

The below chart reflects a 12-month duration

Number of Streetcars	**Cost**
1	$50,000
2	$100,000
3	$150,000
4	$200,000
5	$250,000
6	$300,000

KC STREETCAR COMMUNITY WRAPS

The KC Streetcar Vehicle Wrap Sponsorship Program serves as a partnership between the KC Streetcar Authority (KCSA) and a Kansas City community asset such as an area sports team, landmark, or organization. In 2020, the KCSA teamed up with the Negro Leagues Baseball Museum to support and honor the 100-year anniversary of the Negro Leagues. This option is not open to corporate sponsorship.

There are two categories of KC Streetcar wrap sponsors:

- Community Benefit, For-Profit Organization
- Community Benefit, Non-Profit Organization

COSTS

The KC Streetcar Vehicle Wrap Sponsorship Program consists of the cost to secure the space (the streetcar) and the direct production cost (printing, installation & removal).

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COMMUNITY BENEFIT: FOR-PROFIT STATUS

The chart below reflects multiple month, cumulative rates for **one** streetcar vehicle.

Month	Multi-month discounted rate	Cost
1	$7,500	$7,500
2	$6,500	$14,000 – ***1st price break***
3	$6,500	$20,500
4	$5,850	$26,350
5	$5,850	$32,200
6	$5,525	$37,725 – ***Additional 15% discount. A $7,275 savings over our standard rate.***
7	$5,200	$42,925
8	$5,200	$48,125
9	$5,200	$53,325 - ***A $14,175 savings over our standard rate***
10	$5,200	$58,525
11	$5,200	$63,725
12	$1,625	$65,350 – ***Additional 75% discount. A $24,650 savings over our standard rate***

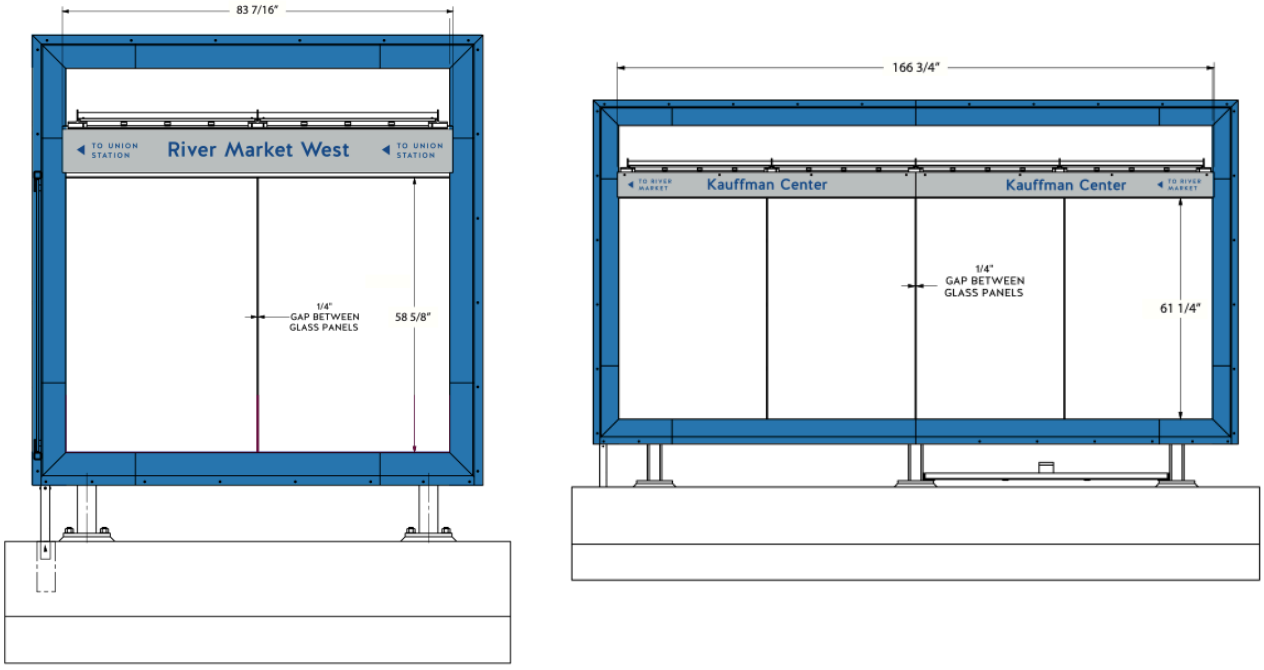
COMMUNITY BENEFIT: NON-PROFIT STATUS

The chart below reflects multiple month, cumulative rates for **one** streetcar vehicle.

Month	Multi-month discounted rate	Cost
1	$7,500	$7,500
2	$5,000	$12,500 – ***1st price break***
3	$5,000	$17,500
4	$4,500	$22,000 – ***Additional 10% discount***
5	$4,500	$26,500
6	$4,250	$30,750 – ***Additional 15% discount***
7	$4,000	$34,750
8	$4,000	$38,750
9	$4,000	$42,750
10	$4,000	$46,750
11	$4,000	$50,750
12	$1,250	$52,000 – **Additional *75% discount***

Production costs for a KC Streetcar wrap can range from $9,000-$12,500 depending on the amount of coverage and how complicated the design. Those costs go directly to the printer and installer of the wrap (third-party vendor), with no mark-up by the KC Streetcar Authority. The KCSA will assist in managing communications with the printer/installer. This includes assistance with art files, cost estimates, and scheduling of installation and removal of the artwork.

KC STREETCAR STOP ADVERTISING



The KCSA offers advertising opportunities at 15 of the streetcar sheltered stops. The KC Streetcar Advertising Program consists of the cost to secure the space (the stop) and the direct production cost (printing, installation & removal). There are two sizes of streetcar sheltered stops – large and small. The small streetcar shelter stops are located at City Market and River Market West.

COSTS

The KC Streetcar Advertising Program consists of the cost to secure the space (the streetcar stop) and the direct production cost (printing, installation & removal). Production costs for the printing and installation of advertising at a streetcar stop can range from $**600** - $**1,000** depending on the design. Advertising agreements can be made for a minimum of one month and a maximum of one year.

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Streetcar Stop	Location	Cost per month
Union Station	Main & Pershing	$**3,750**
Crossroads NB	19th & Main	$**2,500**
Crossroads SB	19th & Main	$**2,500**
Kauffman Center NB	16th & Main	$**2,500**
Kauffman Center SB	16th & Main	$**2,500**
Power & Light NB	14th & Main	$**3,125**
Power & Light SB	14th & Main	$**3,125**
Metro Center NB	12th & Main	$**2,500**
Library NB	9th & Main	$**2,500**
Library SB	9th & Main	$**2,500**
North Loop NB	7th & Main	$**2,500**
North Loop SB	7th & Main	$**2,500**
*City Market	5th & Walnut	$**2,500**
River Market North	3rd & Grand	$**2,500**
*River Market West	4th & Delaware	$**2,500**

**Indicates a smaller sheltered stop*

Please visit our website for Streetcar Stop Standards and specifications. They can also be found at the end of this document.

SPONSORSHIP & ADVERTISING POLICY & GUIDELINES

All potential sponsors and advertisers, as well as the advertisers' proposed artwork to be published and/or presented, shall be subject to the prior review and approval of KCSA. All sponsorship and advertising will be subject to and must be following all laws including all Kansas City and Missouri laws and ordinances.

Please visit our website for the KC Streetcar Sponsorship & Advertising Policy and Guidelines or view at the end of this document.

For specific questions, contact Donna Mandelbaum, Communications & Marketing director with the KC Streetcar Authority, at dmandelbaum@kcstreetcar.org.

Kansas City Streetcar Authority (KCSA)

Sponsorship & Advertising Policy and Guidelines

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KC Streetcar and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

KCSA offers the sale of sponsorship and advertising, as well as other marketing and promotional opportunities, as further outlined in the KCSA Sponsorship and Advertising Policy and Guidelines. KCSA's intent is to create a non-public forum and commercial sponsorship and advertising program designed to generate advertising revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors and advertisers, as well as the advertisers' proposed advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship and advertising transactions shall be subject to the applicable KCSA sponsorship and advertising order documents and agreements. All sponsorship and advertising will be subject to and must be in compliance with all laws including all Kansas City and Missouri laws and ordinances.

The below are KCSA's current Sponsorship and Advertising Policy and Guidelines, which can be amended, changed and/or modified in any way at any time without notice by KCSA within its sole discretion.

I. Prohibited Advertising Content. Advertising is prohibited on KCSA designated streetcar stops and vehicles, if it is from a prohibited advertiser and/or contains any of the following content:

a. Issue Advertising. Advertisements expressing or advocating an opinion, position and/or viewpoint on matters of public debate about economic, political, religious, social, moral or non-commercial issues are prohibited.

b. Prohibited Products, Services or Activities. Any advertising promoting and/or depicting the following products, services or activities or that use brand names, trademarks, slogans or other material that are identifiable or associated with such products, services or activities is prohibited on transit facilities, vehicles and streetcars.

i. False or Misleading. Any material that is false, fraudulent, misleading, deceptive or unfair.

ii. Illegal. Advertising that promotes or relates to an illegal product, service or activity.

iii. Alcohol and Tobacco. Advertising featuring any alcohol, e-cigarettes, tobacco and tobacco related products, including, but not limited to, products that simulate and/or encourage the act of smoking any tobacco or nicotine product and chewing tobacco.

iv. Firearms or Weapons. Advertising of firearms, weapons, ammunition or explosives, including, but not limited to, the sale, rental, distribution or availability of firearms or firearms-related products.

v. Prescription Drugs. Advertising containing or focusing on the sale of prescription medications

vi. Violence. Advertising that promotes or displays images or language that presents depictions of or promotes (i) overly violent acts or practices, (ii) harm or violent acts or practices against humans or animals, (iii) graphic images of humans or animals, and human or animal body parts, or (iv) incites or provokes violence or an immediate breach of the peace, lawlessness or violent action. .

vii. Language. Advertising that contains vulgar, obscene, crude, profane or inappropriate language.

viii. Adult Content. Advertising that promotes or displays images featuring depictions of people in overly explicit or sexually suggestive positions or situations, adult entertainment services or sexually oriented businesses, adult films, and video games rated "M" or higher.

ix. Demeaning or Disparaging. Advertising that contains images, copy and/or concepts that denigrate, demean, disrespect or disparage any individual, group, organization or business, including, but not limited to KCSA.

x. Copyright, Trademark and Other Intellectual Property Rights. Content that infringes upon or violates the rights of any third party, including, but not limited to, copyright, trademark, privacy, publicity, or other personal or proprietary rights.

xi. Political. Advertisements promoting or opposing a political party or organization, or promoting or opposing the election of any candidate, group of candidates or party for any office.

xii. Harmful or Disruptive to the KCSA System. Any content or material that is objectionable under contemporary and evolving community standards as to be reasonably foreseeable that it may result in harm to, disruption of and/or interference with the KCSA system.

xiii. KCSA's Endorsement. Contains images, copy or concepts that represent, directly or indirectly, a tie-in, association, or endorsement by the KCSA of the advertiser or the advertiser's product or service, unless such tie-in, association and/or endorsement is officially approved in writing by KCSA.

xiv. Unsafe Transit Behavior. Advertising promoting any unsafe or reckless behavior or action with respect to streetcar related activity occurring in or around KCSA's streetcars and facilities.

II. Sponsorship and Advertising Review and Approval Process

a. A potential advertiser, as well as the advertiser's proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. KCSA will outline the process for any such advertiser and sponsorship and advertising submission, which shall include the manner and timing relating to such submission.

b. Any approval can be withdrawn at any time without notice and without reason, all within the sole discretion of KCSA.

c. In addition, the terms relating to any advertising transaction shall be subject to the applicable KCSA advertising order documents and agreements.

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SPONSORSHIP STANDARDS

KC STREETCAR AUTHORITY | UPDATED 2021

SHELTER GLASS SPONSORSHIP GUIDELINES

The live area for sponsorship on KC Streetcar shelters has several options.

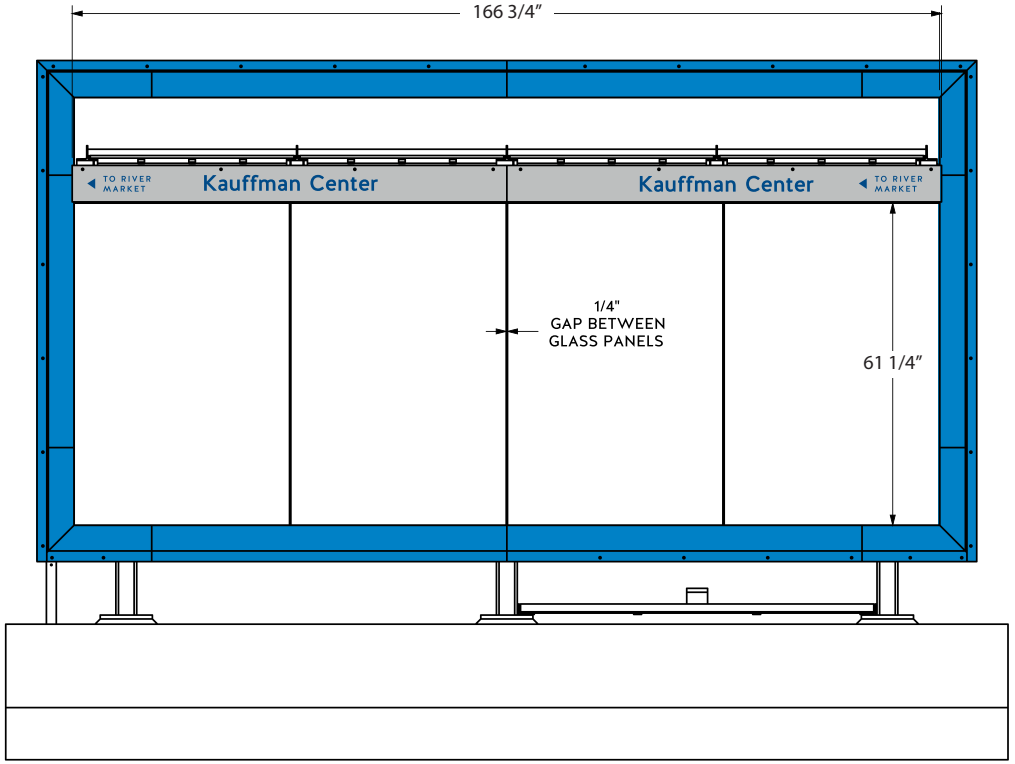
Coverage can be up to 90% but there must be transparency in the graphics/material. For anything more than 50% coverage of the back panel glass, there must be at least 70% transparency in the graphics/material. If the coverage is less than 50%, no transparency is needed in the graphics/materials.

That transparency can include a combination of opaque and clear vinyl, or the entire graphics printed at less opacity. If transparency in the graphics can not be achieved, a clear border of at least three inches should frame the artwork.

The printed graphic may take an organic shape, or fit within the standard dimensions. The printed graphics can be double-sided or single-sided. There can also be two different graphics elements used on the shelter.

The advertising is not to encroach on the blue frame.

The KC Streetcar Authority reserves the right to approve all final art before production and installation. A sponsor has exclusive rights to the streetcar shelter glass for the duration of their term.



SHELTER GLASS SPONSORSHIP GUIDELINES

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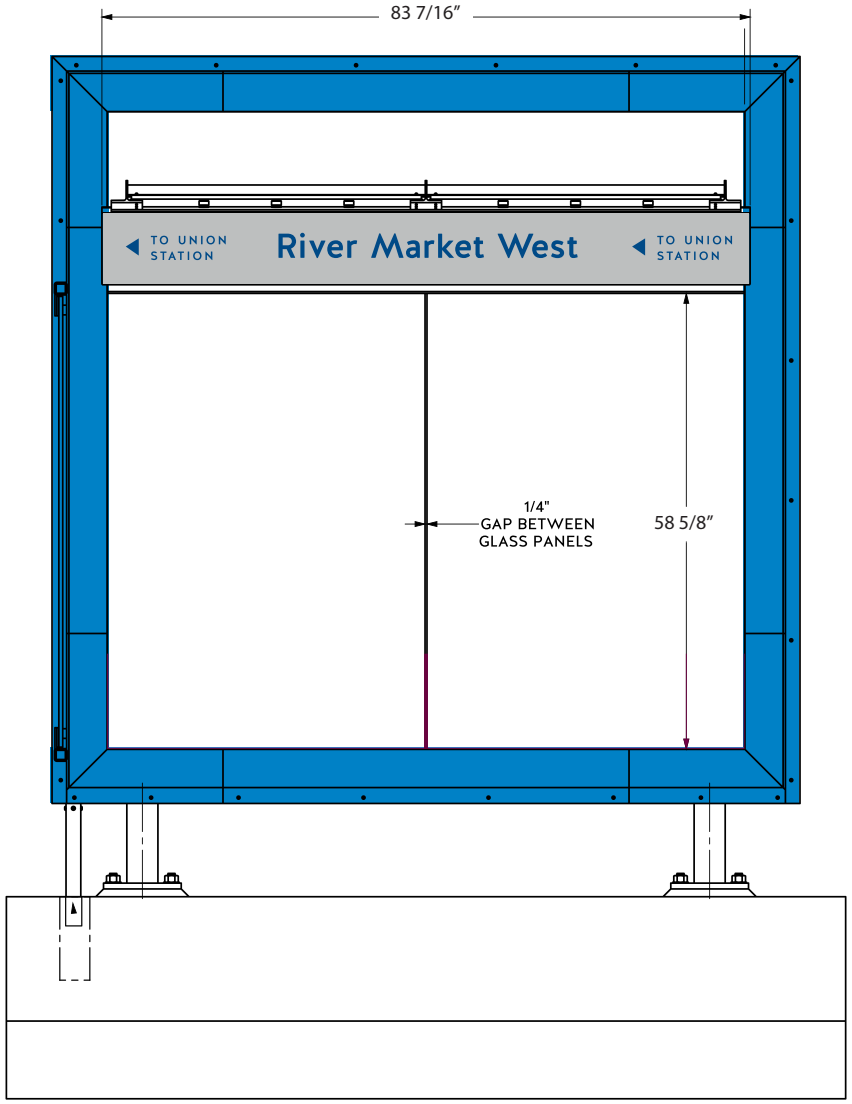

SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.

SHELTER GLASS
EXAMPLE SPONSORSHIP

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This is a sample with limited coverage but a full band with 100% opacity. This graphic/vinyl is double-sided.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

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This is a sample of 100% coverage with 70% transparency in the graphics/vinyl material.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

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This is a sample of 75% coverage and 70% transparency in the vinyl material.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of approximately 50% coverage, 100% opacity in the graphics/vinyl material, and the creative use of an organic shape. This graphic/vinyl is double-sided.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of approximately 75% coverage, with varied transparency in the graphics/vinyl material as well as the use of blank/clear space. This is also a sample of the creative use of an organic shape.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of 50% coverage with a combination of 100% opacity and less than 30% opacity on the graphics/vinyl material. The graphic is solid in the middle with transparency in the border of the main graphic. This graphic is double-sided.

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SHELTER GLASS
EXAMPLE SPONSORSHIP

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample of more than 50% coverage with a combination of opaque text and graphics and negative, or clear, space. The graphic is centered on the glass panel and extends the length of the glass panel.

The graphic is one-sided and legible only from one side.

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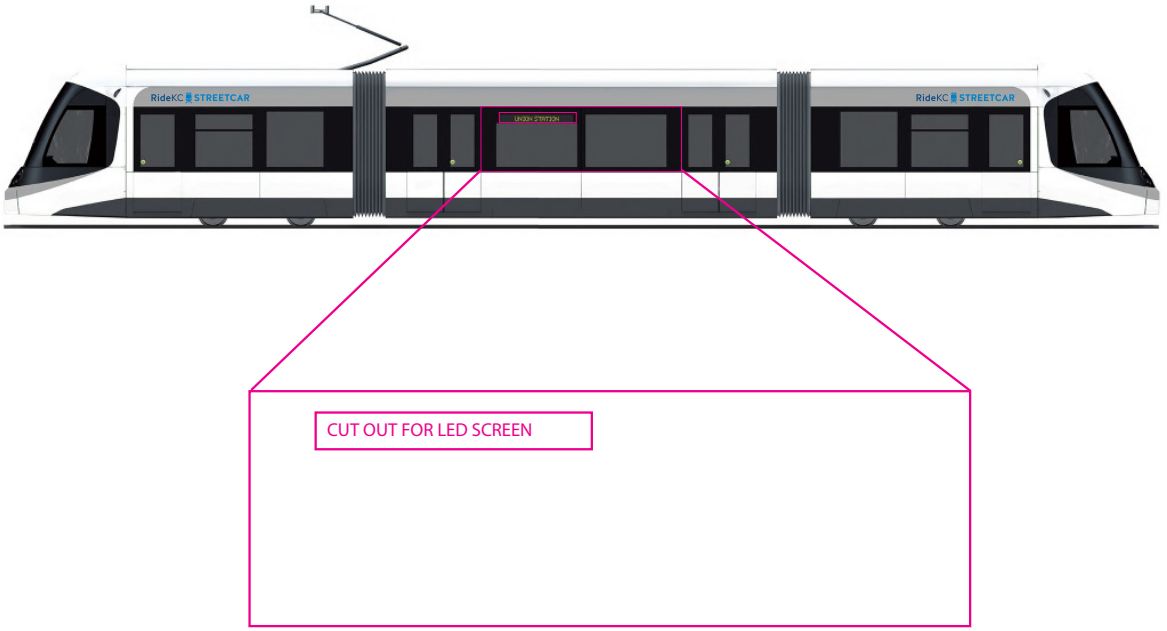
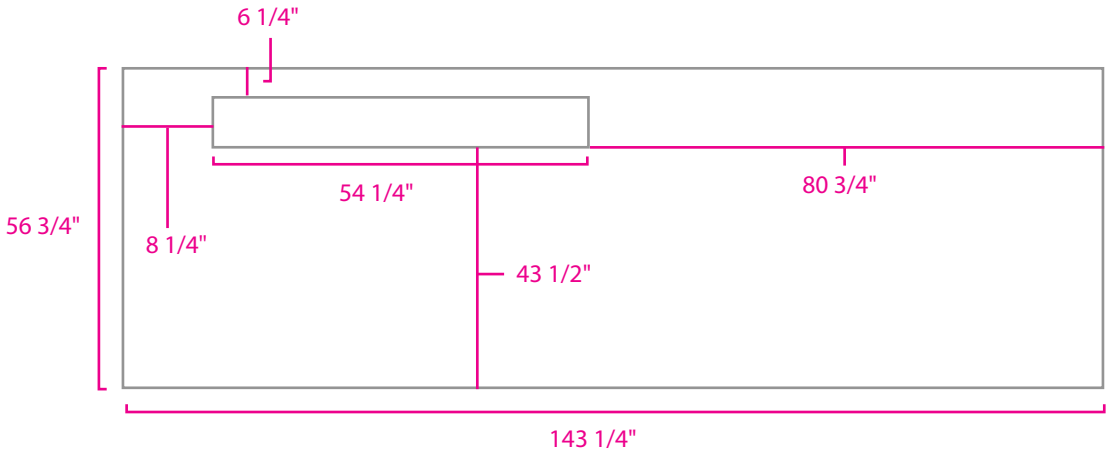
SPONSORSHIP GUIDELINES FOR ON-VEHICLE GRAPHICS

The center section of the vehicle glass is available for sponsorship opportunities. All graphics need to remain on the glass window sections UNLESS special permission is granted by the KC Streetcar.

The KC Streetcar Authority reserves the right to approve all final art before production and installation.





SPONSORSHIP LIVE AREA

EXAMPLE SPONSORSHIP FOR ON-VEHICLE GRAPHICS

The KC Streetcar was designed to be a sleek, modern canvas for celebrating Kansas City. The KC Streetcar brand will always be the primary branding on the KC Streetcar for wayfinding reasons for riders. If a sponsor sees an opportunity to enhance the KC Streetcar brand or co-brand in a way that celebrates the mission of the KC Streetcar, the committee is open to those suggestions and will work with the sponsor to bring an exciting idea to life.

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authorty for approval.

Sponsorships will need to be confined to the middle car of the vehicle and will need to remain inside the live area.

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These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authorty for approval.

This is a sample where sponsorship is confined to the middle car of the vehicle and inside the live area showed.

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CONTACT

If you have any questions, comments or need the KC Streetcar resources featured herein, please contact Donna Mandelbaum with the Kansas City Streetcar Authority.

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